tive vp of Schenley Industries and president of Schenley's marketing entity, believes that individual brands of distilled spirits, rather than the brown and white categories, should be the objects of consideration.

"Within those categories, things are happening," Mr. Farber says. "There are many contradictions and many anomalies, like the growth of higher-proof dark rums and the continued strength of Jack Daniel's. It's the worst of times and at the same time the best of times in the spirits industry."

This means, Mr. Farber said, that although the spirits industry is a no-growth industry, some individual brands—even within categories that show substantial losses—are doing well.

"But this is a low-technology industry," he said. "The cycles are long, and the reading of changes are subject to so many variations. Reading numbers on anything less than a three-year bracket just doesn't make any sense, in my opinion."

Marvin R. Shanken, editor and publisher of *Impact*, couldn't disagree more. Although *Impact* foresees only a 1.1% annual growth rate in the industry through 1990, its publisher said he sees continued growth of white liquors. And he defended his ability to make those projections.

"I disagree quite violently with industry executives who feel that there is not enough history or structure to the statistics in order to be able to make responsible projections," he said. "Within the framework of this industry, some fundamental changes are taking place, some of which have been in place for the last 30 years, and others for the last half-dozen years.

Mr. Shanken predicted that by 1990, whiskies will have dropped from 45% to 37% of the market, that white liquors will have increased from 39.5% to 44%, and that specialties—brandies, cordials and premixed drinks—will have increased from 15.5% to 19%.

Within the brown and white categories, he projected growth only for Canadian whisky, vodka, rum and tequila.

The white wine cocktail phenomenon, he said, was the primary reason for the recent slowdown in the growth of the vodka market.

There also appears to be little disagreement over the reasons for the growth in the white liquors. There is an increasing number of women drinking, and their tastes tend toward fruit juices, with which vodka and rum can be easily mixed. Although vodka has the same number of calories as brown liquors, it is perceived as a "lighter" liquor than bourbon or scotch, more or less complementing the general public trend toward low-calorie diet/health food products.

In addition, vodka, at least compared with bourbon and other brown liquors, is a relatively new product in the U.S. and is simply staking out its market share at the expense of brown liquors.

Advertising also has affected the market. Brands of white liquors, particularly vodka and rum, have been heavily advertised in recent years. Advertising not only tends to promote the growth of individual brands, Mr. Shanken said, but carries over into categories.

Thus, advertising for Smirnoff vodka helps Smirnoff sales, but it also gives a boost to vodka in general.

Mr. Pavone also noted that because white liquors are cheaper to distill than are browns—they do not have to be aged, thus they don't have high inventory costs—more money is available to promote and advertise them.

In addition, he said, public demand for a white liquor can be met almost immediately, while there is a lag of at least four years between the time whiskies are distilled and the time they can be bottled.

But perhaps the most important aspect of the ascendency of white liquors, Mr. Pavone said, is the combination of economics and fashion.

He recalled the observation Jack Musick, now retired, made when the latter was president of Hiram Walker Inc. some 10 or 12 years ago. When economics reinforce fashion, Mr. Musick said, you have a runaway success.

Vodka is cheaper than bourbon, making it more of an "in" drink. The result, Mr. Pavone suggested, is obvious. AA

Distilled spirits advertising expenditures by medium (1975-1981)

(millions of dollars)

	1975	1976	1977	1978	1979	1980	1981	Change 1980-1981
Magazines	$ 90.9	$100.6	$113.3	$172.8	$205.8	$207.6	$222.2	+7%
Newspaper supplements	2.8	4.0	5.6	6.5	12.3	12.9	13.0	+1
Newspapers[1]	64.2	70.3	58.9	55.5	66.0	74.0	79.6	+8
Outdoor	38.7	42.2	40.5	42.5	51.4	53.5	62.3	+16
Total	$196.6	$217.1	$218.3	$277.3	$335.3	$348.0	$377.1	+8%
Change	−2%	+10%	—	+27%	+21%	+4%	+8%	

Share of distilled advertising expenditures by medium

	1975	1976	1977	1978	1979	1980	1981
Magazines	46.2%	46.3%	51.9%	62.3%	61.3%	59.6%	58.9%
Newspaper supplements	1.4	1.8	2.6	2.6	3.6	3.7	3.5
Newspapers	32.6	32.4	27.0	19.9	19.7	21.3	21.1
Outdoor	19.8	19.5	18.5	15.2	15.4	15.4	16.5
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[1]Projected by Impact from top market and leadership brand expenditures.

Sources: LNA, PIB, MR, RER, Impact Databank and Impact estimates, Impact Wine and Spirits Newsletter, New York, June 1, 1982.

Distilled spirits entering trade channels by category

(millions of gallons)

						Average annual compound growth rate			Per cent change
Type	1960	1970	1975	1980	1981	1960-70	1970-75	1975-80	1980-81
Whisky	177	245	240	207	205	3.3%	−0.4%	−2.9%	−0.8%
White goods	46	104	155	181	181	8.5	8.3	3.1	0.1
Specialties	16	39	51	71	74	9.3	5.5	6.8	4.3
Total distilled spirits	240	388	446	459	460	4.9%	2.8%	0.6%	0.4%

Share of market trend distilled spirits entering trade channels by category

						Share point change			
Type	1960	1970	1975	1980	1981	1960-70	1970-75	1975-80	1980-81
Whisky	74%	63%	54%	45.0%	44.5%	−11	−9	−9	−0.5
White goods	19	27	35	39.5	39.4	8	8	5	−0.1
Specialties	7	10	11	15.5	16.1	3	1	5	0.6
Total distilled spirits	100%	100%	100%	100.0%	100.0%				

Source: Impact Databank, Impact Wine and Spirits Newsletter, New York, June 15, 1982.

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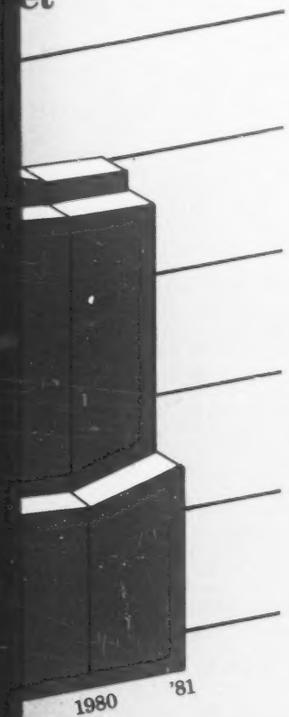

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S&L's: How to survive See Page 3

Advertising Age

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Luisi flap resurfaces as ex-H&K exec sues JWT

By RICHARD L. GORDON and CHRISTY MARSHALL

WASHINGTON—JWT Group's hope that the Marie Luisi scandal would fade away was shattered last week by a stockholder suit seeking millions of dollars in damages.

The stockholder, seeking damages of nearly $10 million, is Robert K. Gray, a prominent Washington pr mogul who became an unwilling JWT stockholder in 1980 when Thompson acquired him along with Hill & Knowlton, the nation's largest pr agency. Mr. Gray, H&K vice-chairman and its longtime Washington office chief at the time of the takeover, received cash and 37,431 shares of Thompson stock for his 8% interest in H&K.

Mr. Gray's suit accuses Thompson of presenting a false picture of JWT's financial prospects to H&K stockholders during the merger talks, and of preventing Mr. Gray from selling his JWT stock last October. Five months later, revelations of $30 million in fictitious sales within Ms. Luisi's JWT Syndication unit surfaced.

If the suit goes to trial in U.S. district court here, it's likely that a parade of Thompson executives, and perhaps Ms. Luisi herself, would be subpoenaed to explain how much they knew, and when, about the fictitious time-bank sales allegedly recorded by Ms. Luisi's unit. Thompson executives, while continuing internal inquiries, have been striving to put the scandal behind them; Ms. Luisi, fired from JWT, her syndication unit dissolved, has never publicly told her version of what happened.

Attorneys for Mr. Gray declined to comment on their plans last week. JWT said only that it will "vigorously" defend itself in court.

Mr. Gray said JWT's decision this year to revise downward its past financial statements, subtracting the false sales, showed that Thompson's 1979 earnings—the benchmark for the H&K acquisition—"had been falsely overvalued by an amount not precisely ascertainable at this time, but at least 42%."

After the acquisition in 1980, JWT told its stockholders the deal cost $28,533,000, representing 602,628 shares of common stock worth $14,059,000 and $13,632,000 in cash. JWT confirms that this amounted to $68 per share for each share of Hill & Knowlton stock. One H&K insider said last week: "I have nothing to complain about. We got $68 a share for stock worth about $20. If the JWT stock was overvalued, that's still a nice premium."

JWT stock has taken a serious tumble since the Luisi revelations. When the news of the scandal

(Continued on Page 50)

The thrill of it all

Sunday supplement color pages are breaking for the McDonald's/Atari nationwide scratch-card game promotion (AA, July 26). The drive, with food and videogame/home computer prizes, will run through mid-October. Atari will give McDonald's fast-food customers $3 and $10 cash rebates on its products. Tv and radio support, from Leo Burnett U.S.A.

last minute news

K mart reported moving part to Campbell-Ewald

TROY, MICH.—K mart executives declined comment on reports the retailer's corporate ad account is being switched from Ross Roy to Campbell-Ewald. The corporate portion is worth about $15 million; its loss would leave about $45 million in K mart spending at Ross Roy.

Paulson resigns as president of DDB/New York

NEW YORK—Paul Paulson has resigned as president of Doyle Dane Bernbach/New York, citing philosophical differences. Effective Sept. 15, Mr. Paulson's duties will be assumed by Neil Austrian, DDB chairman. Mr. Paulson said the parting is amicable and that there was a difference of opinion on some key issues. He said he is considering a number of options and expects to make a decision by January.

'USA Today' names eight charter advertisers

WASHINGTON—Gannett's *USA Today*, providing the first peek at its advertiser list, named American Honda, Bally, Brown & Williamson, Philip Morris, Glenmore Distilleries, National Distillers, Xerox and the Savings & Loan Foundation as charter advertisers. All eight signed up under

(Continued on Page 8)

Viacom near Showtime deal

By SUSAN SPILLMAN

NEW YORK—Viacom, managing partner of the Showtime cable network, is believed to be preparing to announce its purchase of the pay tv network's other half from Westinghouse Broadcasting & Cable, for a reported $50 million.

Terrence Elkes, president of Viacom, and Jonathan Hayes, president of Westinghouse's Group W Satellite Communications, both refused to confirm that negotiations are under way or to comment on the report.

Westinghouse became half-owner of Showtime nearly two years ago through its $646 million acquisition of Teleprompter Corp. The acquisition immediately prompted speculation that either Westinghouse or Viacom would try to acquire the other's interest in the network.

"There has been substantial disagreement between Viacom and Westinghouse about the direction Showtime should take, and you can't run a network that must be aggressive with two different opinions," said Anthony Hoffman, vp and media analyst at A.G. Becker Inc. "Westinghouse has more money and the wrong direction and Viacom has the right direction and less money."

"Westinghouse recently met with securities analysts and implied that Showtime wasn't really their thing,"

(Continued on Page 52)

B&B in Hardee's test

By RICHARD KREISMAN

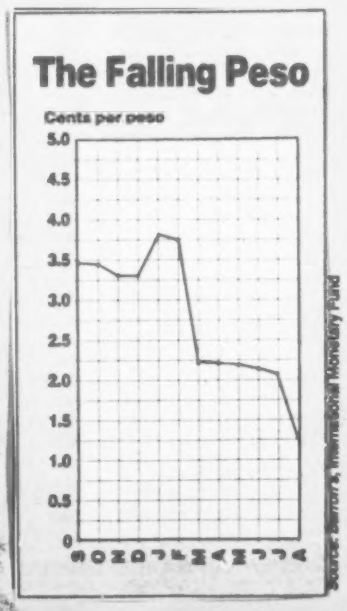
Hardee's Food Systems will make a decision within 30 days on where to place its consolidated Hardee's/Burger Chef $70 million-advertising/promotion account, and in the interim is starting to convert Burger Chef units to the Hardee's banner in a St. Louis test.

The success of the conversion, which features a blended Hardee's-Burger Chef menu, is considered the crucial test of whether the chain will succeed in its attempt to become a solid third in the fast-food market behind McDonald's and Burger King.

Hardee's has asked Benton & Bowles, New York, its agency, to handle the St. Louis conversion-test advertising. The advertising will be on air by late September.

Ogilvy & Mather, Chicago, Burger Chef's agency, has made a pitch to top management for the account, said Ron Wertheim, Hardee's senior vp-marketing. B&B has not officially presented for the business and will not be asked to do so, he said. Of the total $70 mil-

(Continued on Page 52)



Currency chaos stills marketers in Mexico

By STEPHEN DOWNER and CHRISTY MARSHALL

MEXICO CITY—The sudden, unexpected devaluation of the Mexican peso early this month, coupled with new currency and price controls, is throwing the Mexican advertising industry into a turmoil of uncertainty.

The chaos in Mexico is important to multinational agencies because it is the second-largest Latin American advertising market, behind Brazil, and many U.S. agencies depend on the usually consumption-oriented Mexican consumer to account for a large proportion of billings from that region.

The Mexican economy is so uncertain that neither advertisers nor agencies dare make any decisions yet, but both expect it is only a matter of time before advertisers begin pulling back.

"There will definitely be an impact," said Albert R. Koehl, president-chief executive officer of McCann-Erickson in Mexico. "Some clients are definitely going to have to cut back. Those who did not do so after the February devaluation will have to do so now."

Michael Ferrier, manager of McCann's North Latin America and Canada regions, says, "My office right now is besieged with clients as we try to sort out the problem."

In the U.S., international agency

(Continued on Page 51)

NEWSPAPER

AA
DC2001#CONGL I FMJF M
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

Wet's best?

Comparative ad for Noxell Corp.'s Noxzema skin cream and 12 Hour acne medicine uses medical research claims to proclaim the two products to be the best treatment for acne. Copy reads: "You don't have to dry out your skin to clear up your acne. Because scientific testing has finally proved it: Dry is a lie!" Ads place P&G's Ivory soap far behind the Noxzema treatment.

Noxzema goes comparative in effort targeted at teens

By CHUCK REECE

With a new comparative campaign it describes as "quite a bit larger than any previous advertising campaign for Noxzema," Noxell Corp. will pit its Noxzema skin cream and 12 Hour acne medicine products against Norcliff-Thayer's Oxy line and Procter & Gamble's Ivory soap, a product never advertised as an acne reliever.

Budget for the tv and print campaign was not disclosed.

With commercials set to break on tv Aug. 23, the campaign uses medical research findings to back its claim that the two Noxzema products, used in tandem, are the most effective treatment for acne.

Germinated by a 1980 *Journal of the American Medical Assn.* article that took issue with the classical acne treatment, overdrying of the skin, Noxzema's new ads say: "Noxzema wants to clear up a myth about acne. Because dry is a lie."

■ In the *JAMA* article, two Utah doctors and a registered nurse wrote, "We challenge the historical belief by physicians that acne. . .should be treated by purposeful irritation of the skin to produce erythema, peeling and dryness. The degree of surface dryness. . .in our study is the single variable significantly associated with failure to clear up acne lesions."

Baltimore-based Noxell said it commissioned a test of the effectiveness in acne treatment of 10% benzoyl peroxide, the active ingredient in Noxzema 12 Hour acne medicine, when used with Noxzema skin cream as the skin cleanser.

■ Tested against two other treatment regimens—one using Ivory soap and 12 Hour acne medicine, the other using Oxy-Wash as a cleanser and Oxy-10—the Noxzema program was said to be most effective 54% of the time by dermatologists who examined participants in the study. Oxy products were picked 36% of the time, the Ivory program 4%, the Noxell study claims.

Tv commercials will run on daytime network and syndicated shows, backed by network radio and spreads in October issues of teen magazines, plus *People* and the college edition of *Time*.

SSC&B, New York, is the agency for the two products, which last year received about $6.3 million in measured media support, according to Leading National Advertisers.

A spokesman for P&G declined to comment on the comparative campaign; Norcliff-Thayer officials could not be reached for comment.#

Hopes for final FTC bill now rest in Senate

WASHINGTON—The future of the Federal Trade Commission once again rests on down-to-the-wire legislative maneuvering, with the ad industry hoping that its Senate friends will be able to shape the final bill.

Legislation previously reported by the Senate commerce committee contains much of what the ad industry wants, including its cherished goal—an amendment rescinding existing FTC power to police "unfair" advertising. But the industry's Senate allies have yet to get their bill onto the Senate floor for debate, and last week the House energy and commerce committee reported an FTC bill which goes only partway toward ad industry objectives.

Assuming that the bills pass the Senate and the House in the few remaining days of the session after the Labor Day recess, the final version of FTC legislation will be hammered out in a conference committee of Senate and House negotiators. Ad industry strategists have been told by senior House Republicans that they can't expect more from the House bill and that their best shot is to make their case to the conference committee members.

Time becomes a factor because Congress needs to approve FTC legislation by Sept. 30, when the commission's current operating authority expires, or watch the agency shut down.

Ad industry lobbyist Charles Adams, Washington chief for the American Assn. of Advertising Agencies, said there is much he likes about the House bill: It writes into law standards that the FTC must use in determining when a practice is "unfair"; continues the congressional veto over FTC industrywide rules; requires the commission to show that a practice is "prevalent" in an industry before seeking to control it through industrywide trade regulations, and directs the courts to review FTC cease & desist orders when the commission seeks later to apply them to companies not originally involved in the case.

But the House bill does not ex-

(Continued on Page 50)

Sony's tiny tv won't stuff many stockings

By ROBERT RAISSMAN

NEW YORK—The following Christmas fantasy may be dancing in the minds of some Walkman fanatics:

The morning arrives and the Walkman freak reaches under the tree, knowing full well what gift is waiting. With a staged look of surprise, this headphoned wonder immediately goes for the gift shaped like a small walkie-talkie. The wrapping paper is ripped off the gift to reveal the son of Walkman—the hand-held Sony tv, Watchman.

Unfortunately, this scene will not be repeated in many homes this year. Tiny tv sets, both the Sony Watchman and the Sinclair Microvision 2700, will not be on the market in significant quantity for the Christmas season.

In Sony's case, the success the Watchman is enjoying in Japan has led the company to concentrate its efforts in that market. Since its recent introduction on the Japanese market, the Watchman has been averaging sales of about 5,000 units per week, according to a Sony spokesman.

The Watchman was supposed to makes its debut in the U.S. in October, according to John A. Coghlan Jr., vp-national advertising at Sony. Mr. Coghlan said some units might be on the market by then, but the inventory would only be in major cities and would be limited.

"We won't do any advertising until we have reached significant inventory levels," Mr. Coghlan said. He added that initial ads for the Watchman would be print only. Agency is McCann-Erickson.

The Watchman's cathode-ray tube provides a recessed 2-in. square picture, and the entire set is 1¼ ins. thick. The secret to the set's slim design is the flat display picture tube, positioned below and parallel to the screen. Conventional tv picture tubes are positioned behind and perpendicular to the screen. The unit will sell for about $280.

Sony executives said an important sidelight to development of the Watchman will be that the

(Continued on Page 52)

highlights

Monday, August 23, 1982

Lorillard is planning to move its print buying in-house, consolidating all its $150 million in media buying under one roof. *See Page 3.*

Recent price cuts by major home-computer marketers are signaling a major challenge to videogame systems. *See Page 6.*

Procter & Gamble apparently is moving into radio as part of its brand advertising plans in the U.K. market. *See Page 10.*

Hardware marketers are stocking up more goods despite the current economic climate, and are optimistically expecting a consumer rebound in the coming year. *See Page 10.*

Several model changes and additions to the Mercury line have resulted in a marketing split between luxury cars and the remainder of Lincoln-Mercury output. *See Page 12.*

A projected $12 million in sales by 1990 has truck manufacturers gearing up for what may become a knockdown, dragout marketing battle. *See Page 14.*

Direct marketers Mary Kay Cosmetics and Gillette's Jafra both have shown dramatic growth in the past few years and are projecting even greater sales increases in the future. *See Page 22.*

The appearance this month of Calvin Klein clothes and accessories in Brazilian boutiques is the latest effort by a top jeans marketer to move into the country's small but growing market. *See Page 29.*

Most ad agencies show a more disappointing second quarter than had been hoped for by industry executives. *See Page 30.*

Leber Katz Partners was awarded *Newsweek's* $3 million account. *See Page 49.*

NAB chief Ed Fritts schedules meetings with directors who opposed his election. *See Page 50.*

Ed Russell out as president of Della Femina, Travisano International. *See Page 50.*

Nimslo, the 3-D camera marketer, thinks the time is ripe for new 3-D equipment. *See Page 52.*

The first nationwide, 24-hour consumer teletext magazine debuts in November. *See Page 52.*

CORPORATE CLOSEUP

Not intimidated by the megabucks ad spending of videogame leaders Atari and Mattel, Coleco Industries plans to spend between $15 million and $20 million advertising its ColecoVision videogame and game cartridges. *See Page 4.*

VIDEOTECH

Storer Cable in Miami has launched the first computerized fiber-optic cable tv system. *See Page 31.*

Program sources are being added and terminals are being readied for installations as the joint CBS/AT&T videotex test—CBS Venture One—heads toward its October debut. *See Page 31.*

The director of the Security Pacific Bank's Futures Research division in Los Angeles predicts that the entertainment superstar of the late 1980's may be "an electronic fabrication." *See Page 32.*

After providing laser light shows to the entertainment industry, American Laser Promotions is trying to sell its laser outdoor board concept to advertisers. *See Page 32.*

MAGAZINE

Where mood speaks louder than words. Award-winning Japanese tv commercials avoid logic, stress imagery. *See Page M-2.*

Home is where the cable is. A former package goods marketer talks about his new field. *See Page M-24.*

SPECIAL REPORT

The weather can be unbearably hot year-round, the ground is parched and the water supply is dangerously waning, but the market and media in two Arizona cities continue to steam. *See Page M-5.*

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Most shops post a poor 2nd quarter

By CHRISTY MARSHALL

New York—The trickling down of advertisers' woes is showing up in agencies' bottom lines. The second quarter was not as good as advertising executives had hoped it would be, and in some cases was downright rotten.

In terms of net income, the Interpublic Group of Cos. was the big gainer in the second quarter of 1982, posting a net of $8.1 million, a 40.5% increase over the year-earlier tally. The next greatest gain was recorded by BBDO, up 12% for the quarter with net income of $3.7 million.

Grey, along with Doyle Dane Bernbach and Foote, Cone & Belding, reported flat quarters, with slight gains of 4%, 2% and 1.5%, respectively. Ogilvy & Mather slipped 7.5% to $4.4 million, while Mickelberry Corp. (a communications services company that specializes in ad agencies and printing) reported a drop of 31.2% in net income, attributed to high interest rates and the acquisition cost of Cunningham & Walsh last winter.

The big loser in net income was JWT Group, nose-diving from $2.4 million in 1981 to a net loss of $2.1 million in the second quarter of 1982. The loss was attributed in part to costs of closing down the JWT Syndication unit (AA, Aug. 9) and also to billing conflicts stemming from previously reported "accounting irregularities" in the unit. The agency also encountered high costs for its new office occupancy, operational problems, high taxes and interest rates and losses in its recruitment advertising unit.

As far as revenues in the second quarter, Mickelberry and its agency coterie that includes C&W, Nadler & Larimer and Laurence, Charles & Free, and its printing concern, Sandy-Alexander, reported an increase of 125.5%, skyrocketing to $19.5 million from $8.7 million the year before. Other substantial gains were posted by Grey and Interpublic, coming in with increases of 34% and 33%, respectively, over the year before.

BBDO, now reporting with Tracy-Locke/BBDO consolidated in its earnings, had revenues of $53.1 million in the quarter, up 19%. While no declines in revenue were reported, the smallest gain was shown by Foote, Cone & Belding, up 6.1% to $47 million. Commented FCB president Norman Brown: "The recovery from the recession is slower than expected."

Interpublic, coming off a $151 million new business spree for the

(Continued on Page 32)

Agency financial reports

Second quarter

Net income	1982	1981	%
BBDO	$3,731,000	$3,343,000	12
Doyle Dane Bernbach	4,785,000	4,690,000	2
Foote, Cone & Belding	3,459,000	3,409,000	1.5
Grey Advertising	2,704,000	2,577,000	4
Interpublic	8,132,000	5,789,000	40.5
Mickelberry	306,000	442,000	-31.2
Ogilvy & Mather	4,415,000	4,775,000	-7.5
JWT Group	(2,116,000)	2,393,000	—

Revenues	1982	1981	%
BBDO	$53,073,000	$44,530,000	19
Doyle Dane Bernbach	48,305,000	44,104,000	10
Foote, Cone & Belding	47,039,000	44,353,000	6.1
Grey Advertising	39,636,000	29,462,000	34
Interpublic	146,424,000	110,063,000	33
Mickelberry	19,548,000	8,670,000	125.5
Ogilvy & Mather	82,205,000	75,359,000	9.1
JWT Group	106,575,000	99,178,000	7.5

Six months

Net income	1982	1981	%
BBDO	$6,927,000	$6,203,000	12
Doyle Dane Bernbach	5,475,000	5,170,000	6
Foote, Cone & Belding	4,841,000	4,769,000	1.5
Grey Advertising	3,141,000	3,078,000	2
Interpublic	10,777,000	6,654,000	62
Mickelberry	713,000	594,000	20
Ogilvy & Mather	5,451,000	7,268,000	-11.2
JWT Group	(2,163,000)	2,719,000	—

Revenues	1982	1981	%
BBDO	$100,236,000	$86,755,000	16
Doyle Dane Bernbach	87,203,000	78,371,000	11
Foote, Cone & Belding	87,877,000	82,759,000	6.2
Grey Advertising	68,719,000	52,797,000	30
Interpublic	248,274,000	208,171,000	19.3
Mickelberry	29,995,000	16,140,000	86
Ogilvy & Mather	156,126,000	141,683,000	10.2
JWT Group	198,985,000	182,526,000	9

33 W. Monroe St., Chicago, IL 60603
NYC Phone 212-684-4510

With Valassis you get the largest circulation available: Over 42 million beginning January, 1983!

Your cost per coupon redeemed is also the lowest of any four-color medium in the country!

That's because Valassis can offer you both high readership and redemption, combined with efficient delivery!

Now your four-color coupon and advertising message can appear in most of the top 200 markets in the country...chosen according to SMSA ranking, effective buying income, retail sales, and your recommendations!

That's:
- 55 new newspapers
- 38 new markets
- and many new **exclusive** markets!

Announcing The "New, Improved" Valassis Insert!

Because Valassis appears on Sunday, you're getting better readership, too!

With Valassis, more consumers spend more time reading your advertising message, and they take advantage of your promotion! One reason is because Sunday offers so many readership benefits:

- High readership. With 62% of women now in the job market, Sunday becomes the best day of the week to reach them.
- More readers. Sunday papers in the top 100 markets offer a broader audience segment, according to NAB figures.
- Longer readership. NAB studies show that people spend more time with the Sunday newspaper and they tend to keep it around the house for a longer period.
- Established readership. STARCH studies show that people actually look for free-standing inserts in Sunday's paper.

Valassis guarantees you'll never waste money buying markets that you don't need!

You can choose national or regional markets, or test in a single market. Join our Co-op program, or create your own Solo insert! And now, Valassis offers you a third IMPACT™ Program; the Co-op Coupon Page!™